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IN THE CLAIMS:

This listing of claims replaces all prior versions and listings of claims in the application:

1. (currently amended) A method for simultaneously displaying a video program and supplemental information, comprising:

displaying a first video content having an original size on a display;

in response to a request for supplemental information from a user watching the display,
converting the first video content to a format having a predetermined reduced size, wherein the first video content is reduced in size from the original size and displayed on a first portion of the display, the predetermined reduced size occupying a major portion of the display; and

converting data associated with the supplemental information to a format wherein at least one of textual content and graphic content representing at least a portion of the supplemental information is displayed on a second portion of the display different from the first portion of the display at the same time as the first video content is displayed on the first portion of the display,

wherein the first video content is reduced in size and displayed on the first portion of the display and the supplemental data is displayed on the second portion of the display in response to [[at least one command input from a]] the request for supplemental information from the user watching the display.

2. (original) The method of claim 1, wherein the first video content is a television program which has been broadcasted and received by a television and the supplemental

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information is program information received by the television and relating to the television program.

3. (original) The method of claim 2, wherein the program information includes channel and broadcast time information relating to the television program.

4. (previously amended) The method of claim 3, wherein the converting data step selectively converts specific portions of the supplemental information.

5. (original) The method of claim 4, wherein each of the specific portions of the supplemental information relates to a portion of a description of the television program.

6. (original) The method of claim 1, wherein the supplemental information is program information relating to a plurality of video programs.

7. (previously amended) The method of claim 6, wherein the converting data step selectively converts specific portions of the supplemental information, and wherein each of the specific portions of the supplemental information relates to program information corresponding to a respective one of the plurality of video programs.

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8. (original) The method of claim 7, wherein each of the plurality of programs is a broadcast television program which is either broadcast over a channel different from a channel on which the first video program is broadcast or is broadcast at a time different from a time when the first video program is broadcast.

9. (previously amended) The method of claim 1, wherein the supplemental information is message information intended to be conveyed to the user.

10. (previously amended) The method of claim 9, wherein the converting data step selectively converts specific portions of the supplemental information, and wherein each of the specific portions of the supplemental information relates to corresponding portions of a message.

11. (original) The method of claim 10, wherein the message information is advertising information.

12. (original) The method of claim 1, wherein the first video content is represented by data retrieved on demand from a server via a connection to the server.

13. (original) The method of claim 12, wherein the connection to the server is made via the internet.

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14. (original) The method of claim 13, wherein the connection uses TCP/IP protocol.

15-17. (canceled)

18. (original) The method of claim 1, wherein the first portion of the display is approximately 80% of the display.

19. (currently amended) A computer system adapted to simultaneously display a video program and supplemental information, comprising:

a processor; and

a memory including software instructions adapted to enable the computer system to perform the steps of:

displaying a first video content having an original size on a display;

in response to a request for supplemental information from a user watching the display,
converting the first video content to a format having a predetermined reduced size, wherein the first video content is reduced in size from the original size and displayed on a first portion of the display, the predetermined reduced size occupying a major portion of the display; and

converting data associated with the supplemental information to a format wherein at least one of textual content and graphic content representing at least a portion of the supplemental

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information is displayed on a second portion of the display different from the first portion of the display at the same time as the video content is displayed on the first portion of the display,

wherein the first video content is reduced in size and displayed on the first portion of the display and the supplemental data is displayed on the second portion of the display in response to [[at least one command input from a]] the request for supplemental information from the user watching the display.

20. (original) The computer system as set forth in claim 19, wherein the first video content is a television program which has been broadcasted and received by a television and the supplemental information is program information relating to the television program.

21. (original) The computer system as set forth in claim 20, wherein the program information includes channel and broadcast time information relating to the television program.

22. (previously amended) The computer system as set forth in claim 21, wherein the converting data step selectively converts specific portions of the supplemental information.

23. (original) The computer system as set forth in claim 22, wherein each of the specific portions of the supplemental information relates to a portion of a description of the television program.

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24-29. (canceled)

30. (original) The computer system as set forth in claim 19, wherein said processor and said memory are incorporated within a television receiver.

31-36. (canceled)

37. (original) The computer system of claim 19, wherein the first portion of the display is approximately 80% of the display.

38. (currently amended) An apparatus for simultaneously displaying a video program and supplemental information, comprising:

means for displaying a first video content having an original size on a display;

means for converting the first video content to a format in response to a request for supplemental information from a user watching the display, wherein the first video content is reduced [[in]] to a predetermined reduced size from the original size and displayed on a first portion of the display, the predetermined reduced size occupying a major portion of the display;

and

means for converting data associated with the supplemental information to a format wherein at least one of textual content and graphic content representing at least a portion of the supplemental information is displayed on a second portion of the display different from the first

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portion of the display at the same time as the first video content is displayed on the first portion of the display,

wherein the first video content is reduced in size and displayed on the first portion of the display and the supplemental data is displayed on the second portion of the display in response to [[at least one command input from a]] the request for supplemental information from the user watching the display.

39. (original) The apparatus of claim 38, wherein the first video content is a television program which has been broadcasted and received by a television and the supplemental information is program information relating to the television program.

40. (original) The apparatus of claim 39, wherein the program information includes channel and broadcast time information relating to the television program.

41-54. (canceled)

55. (original) The apparatus of claim 38, wherein the first portion of the display is approximately 80% of the display.

56. (currently amended) A computer program product for enabling a computer to simultaneously display a video program and supplemental information comprising:

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software instructions for enabling the computer to perform predetermined operations, and
a computer readable medium bearing the software instructions;
the predetermined operations including the steps of:
displaying a first video content having an original size on a display;
in response to a request for supplemental information from a user watching the display,
converting the first video content to a format having a predetermined reduced size, wherein the
first video content is reduced in size from the original size and displayed on a first portion of the
display, the predetermined reduced size occupying a major portion of the display; and
converting data associated with the supplemental information to a format wherein at least
one of textual content and graphic content representing at least a portion of the supplemental
information is displayed on a second portion of the display different from the first portion of the
display at the same time as the video content is displayed on the first portion of the display,
wherein the first video content is reduced in size and displayed on the first portion of the
display and the supplemental data is displayed on the second portion of the display in response to
[[at least one command input from a]] the request for supplemental information from the user
watching the display.

57. (original) The computer program product as set forth in claim 56, wherein the
first video content is a television program which has been broadcasted and received by a television
and the supplemental information is program information relating to the television program.

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58. (original) The computer program product as set forth in claim 57, wherein the program information includes channel and broadcast time information relating to the television program.

59. (previously amended) The computer program product as set forth in claim 58, wherein the converting data step selectively converts specific portions of the supplemental information.

60. (original) The computer program product as set forth in claim 59, wherein each of the specific portions of the supplemental information relates to a portion of a description of the television program.

61. (original) The computer program product as set forth in claim 56, wherein the supplemental information is program information relating to a plurality of video programs.

62-72. (canceled)

73. (original) The computer program product of claim 56, wherein the first portion of the display is approximately 80% of the display.

74-75. (canceled)

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76. (previously added) The method of claim 1, wherein the supplemental information comprises information about the first video content.

77. (previously added) The method of claim 1, wherein the original size of the first video content substantially equals a full screen size of the display.

78-89. (canceled)

90. (new) The method of claim 1, wherein an aspect ratio of the original size is maintained in the predetermined reduced size.